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TO: Select Fields Sales Force **DATE:** April 11, 1994

FROM: Gina Fawcett

SUBJECT: **CAMBRIDGE NEWS UPDATE-OR CUT & PASTE KIT**

- Brand benefiting from PR, has held stable share since August 1993 in most trade classes & regions. In fact, Cambridge is the 5th largest discount brand in the Country!*
- Cambridge position-The premium discount brand, offering quality & taste at a low price. While not the lowest price brand available, Cambridge provides the best value for discount smokers with discriminating taste.
- Cambridge has loyal smokers X% have been smoking brand 2-4 years. These are smokers who are confident that they have made the right decision to smoke Cambridge.
- Cambridge provides high value incentives to its smokers. In March Cambridge offered a free camera with carton purchase, a free pack with 2 pack purchase, and a free carton with 3 carton purchase. In May, Cambridge smokers receive 5 free packs when they buy a carton. In July, Cambridge offers 2 free packs with the purchase of three. Cambridge will continue with these high value incentives throughout 1994.
- In its March camera promotion, Cambridge offered an on-carton catalog of 6 high value items that smokers can save Cambridge pack UPCs to redeem. This program is designed to encourage repeat purchase, as well as build loyalty among Cambridge consumers.
- Name generation devices on retail promotions, help Cambridge to develop a relationship with its consumers through the mail. These mail programs are designed to keep your customers coming back to the store for more Cambridge.
- Use the enclosed starburst to increase Cambridge Point of Sale awareness during non-promoted months (show pictures of in store use).
- Here's to you-a handy Cambridge box cutter, travel mug, car office kit.

*Source: Feb. 94 3MM Neilsen

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Source: https://www.industrydocuments.ucsf.edu/docs/xzvy0004